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## IDENTIFICATION OF THE "4 A" POTENTIAL IN DEVELOPING THE TOURIST ATTRACTION OF JAGA SATRU WATERFALL IN EAST DUDA VILLAGE, KARANGASEM DISTRICT

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#### Abstract:

International tourism trends shift towards unconventional destinations like rural areas for their serene ambiance, contrasting traditional spots. It prompts research, particularly at Jaga Satru Waterfall, to assess its tourist appeal and potential. The study aims to evaluate the "4A" potential for developing Jaga Satru Waterfall as a tourist site and devising general and alternative strategies. The study involves tourists, tourism managers, government officials, community leaders, and locals. Purposive Sampling was employed with a sample size of 30 individuals. Data analysis utilized the Internal External Matrix, SWOT Analysis Diagram, and SWOT Matrix. The research results show that the attractions include the Jaga Satru waterfall, views of Nyegara-Mountain Nature, the tallest statue of God Brahma in Bali and the Sudamala Emblemishing site. Accessibility is quite good even though there are curves and inclines when accessing the area, and visitors have to climb down 160 steps with bamboo and iron guards. Amenities are good but need improvements, such as parking area facilities, public toilets/toilets, restaurants and relaxing areas. Ansilari, the official village, has formed a Tourism Awareness Group (POKDARWIS). POKDARWIS in this village is coordinated with the traditional Patch village head. General strategies include the management of the Jaga Satru Waterfall DTW, which needs to improve road access to this area and add tourism facilities such as souvenir shops and information centers for tourists. Alternative strategies for developing the Jaga Satru Waterfall DTW are implemented in 4 SWOT strategies.

**Keywords:** Motivation, Physical Work Environment, Organizational Commitment and Employee Performance

## INTRODUCTION

As an archipelagic country with rich cultural and natural diversity, Indonesia has long relied on the tourism sector as one of its primary sources of income. The island of Bali, often referred to as the 'Island of the Gods,' is one of the most famous tourist destinations in the world. Known for its natural beauty, unique culture and friendly local people, Bali has become a symbol of Indonesian tourism and attracts millions of international tourists yearly (Saputra et al., 2023). Tourism in the international scope has recently experienced changes, and tourist visits are often focused on conventional tourist destinations such as beaches, amusement parks, malls, cafes, coffee shops, and historical sites. The large number of tourist visits to conventional tourist destinations has resulted in many tourists switching to alternative tourist destinations such as rural areas, which offer a relaxed, serene, natural and peaceful atmosphere. That is why the number of tourists visiting the countryside occasionally increases (Saputra et al., 2018). It reflects that rural areas are increasingly receiving attention as tourist destinations.

East Duda Village, located in Karangasem Regency, Bali, Indonesia, is rich in natural tourism potential. One of the main attractions is Jaga Satru Waterfall, a natural destination that offers



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stunning natural views, but its potential has yet to be fully explored. While less popular than some of Bali's other attractions, Jaga Satru Waterfall offers a unique and relaxing experience, especially for those looking for a quieter, less busy natural beauty. This waterfall features clear water flowing over moss-covered cliffs, creating a calm and refreshing atmosphere. The natural surroundings add to the beauty of this place. Tourist Attraction (DTW) Cooper et al. (1995) stated that there are 4 (four) components that a tourist attraction must have, namely: attraction, accessibility, amenities and ancillary. The "4 A" Analysis Model has long been used in tourism development studies to assess and increase the attractiveness of tourist destinations. This model provides a framework for understanding and improving fundamental aspects that influence the tourist experience and the success of tourist destinations (Saputra et al., 2023). The phenomenon at Jaga Satru Waterfall uses 4A components to observe problems: attraction, accessibility, amenities and ancillary.

Although Bali has long been a major tourist destination, many areas still need to be fully developed, including Jaga Satru Waterfall. This research is essential because it provides an overview of how the "4 A" model can be applied to increase the attractiveness of Jaga Satru Waterfall. It will be beneficial in the context of local economic development and in promoting environmental and cultural sustainability. Sustainable and inclusive tourism development at Jaga Satru Waterfall can help preserve the natural environment and local culture while enriching the tourist experience. By identifying strengths and weaknesses in the "4 A" aspects, development strategies can be more targeted and effective. Several studies also support the identification of the "4 A" potential in developing tourist attractions, such as (Patricia & Pertiwi 2023), which found the development of Embung Sumberagung's tourism potential through fulfilling the 4A Aspects (Attraction, Accessibility, Amenities, Ancillary Service) as one of the tourism components that It is hoped that this will help to increase the tourist potential of Embung Sumberagung so that it is known to many people and can become another source of economy in Sumberagung Village. Study Triyono (2023) shows the analysis results based on the 4A Analysis concept, which shows that implementing the 4A method effectively attracts tourist interest so that tourists want to visit tourist attractions.

On the other hand, some researchers find that tourist attractions that still need to be developed must be analyzed using 4A (Suryaningsih, 2023). The research results show that Tirta Bhuwana Waterfall Tourism has yet to be developed optimally despite its beautiful natural tourism potential. There is no support from the government, and there is a lack of it. 4A is developing natural tourist attractions in the form of waterfalls, so improvements or development are needed in the 4A area.

Many studies have been conducted regarding tourism development in Bali, but few have focused specifically on natural tourist destinations such as Jaga Satru Waterfall by implementing the "4 A" model. This study will fill this gap by providing an in-depth analysis of how Jaga Satru Waterfall can be developed as a more attractive and sustainable tourist destination.

**Definition of Tourism.** Tourism is a trip humans make to an area where they do not live for at least one night, aiming not to earn a living, income or livelihood at the destination (Lumansik & Kawung, 2022). According to Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, what is meant by Tourism is all activities related to tourism and are multidimensional and multidisciplinary, which arise as a manifestation of the needs of each person and the State as well as interactions between tourists and local communities, fellow tourists, the Government, Regional Government and entrepreneurs.

**Tourist Attraction.** A tourist attraction is a place that tourists visit because it has attractive resources, both natural and artificial, such as natural beauty or mountains, beaches, flora and fauna, zoos, ancient historic buildings, monuments, temples, dances, and attractions. And other typical cultures (Adisasmita, 2013). According to Fandeli and Mukhlison (2000), tourist attractions manifest

human creation, way of life, arts and culture, national history, and places or natural conditions that attract tourists. Meanwhile, natural tourist attractions are tourist objects whose attraction is based on the beauty of natural resources and environmental management.

**Tourism Potential.** Pendit (2006) defines tourism potential as all things and events that are regulated and provided to be utilized for better tourism development in the form of atmosphere, events, objects and services (Martanti et al., 2021). For a place to become a tourist attraction, it must have the potential to attract visitors, both natural potential and human-made potential. The potential that is the focus of this research includes all the elements contained in the Jaga Satru Waterfall tourist attraction, which has the potential to be developed and used as a tourist attraction. This potential includes natural and artificial aspects that can be identified and strengthened into attractive tourist attractions (Ferayanti et al., 2024).

**Definition of Tourist Attraction (DTW).** According to Ismayanti (2009), tourist attractions are the main focus of driving tourism to a destination. According to Law No. 10 Article 1 concerning Tourism, a tourist attraction is anything that has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made products that are the target or purpose of tourist visits. Lapian et al. (2015) explained that tourist attractions are the main focus of driving tourism to a destination. Tourist attractions are the primary driver that motivates tourists to visit a place. According to Spillane (1987) in Taskia and Hayati (2012), essential indicators of tourist attraction in the tourism industry are the uniqueness of souvenirs, the beauty of the building complex, and hospitality.

**The "4 A" Concept of Tourism.** Tourist Attraction (DTW) Cooper et al. (1995) stated that there are 4 (four) components that a tourist attraction must have, namely: attraction, accessibility, amenities and ancillary.

1. **Attraction (attractions).** It is a significant component in attracting tourists. An area can become a tourist destination if conditions support it to be developed into a tourist attraction. What is developed into a tourist attraction is called tourism capital or resources. People need to be directed by what tourists seek to identify a place's potential for tourism. Three main attractions attract tourist arrivals, namely 1) Natural Resources (natural), 2) Cultural tourist attractions, and 3) Man-made attractions themselves.
2. **Amenities(Facility).** Amenities are all kinds of facilities and infrastructure tourists need in a tourist destination area. These include accommodation, restaurants, transportation and travel agents.
3. **Accessibility(Accessibility).** Accessibility is essential in tourism activities. All kinds of transportation or transportation services are essential in tourism. On the other hand, this access is identified with transferability, namely the ease of moving from one area to another.
4. **Ancillaries(Additional Services).** The regional Government of a tourist destination area must provide additional services for tourists and tourism actors. Services provided include marketing and physical development (roads, railways, drinking water, electricity, telephone, etc.).

**Community-Based Tourism Development.** The concept of community development is very different from conventional development. The top-down model needs to remember the basic concept of development so that instead of improving people's lives, they are disadvantaged and even marginalized in their environment (Laksmi et al., 2023). In the bottom-up model, development is social learning in which participation from the local community is necessary so that development management is genuinely carried out by those whose lives are most influenced by the development (Pitana, 1999). A people-based tourism system should be based on the concept of sustainable living of the Indonesian nation, namely following the Tri Hita Karana, namely the relationship between



humans and Almighty God, the relationship between humans and each other, and humans with the natural environment, both in the form of natural resources and geographical conditions using an approach national, where the community becomes the central point and subject of tourism as well as the essential force of tourism development so that direct community participation and involvement becomes the main thing (Laksmi et al., 2023). In this way, national tourism will become tourism for the people, by the people, and for the people.

**Development Concept.** Each expert expressed a different opinion regarding the meaning of development itself. According to Paturusi (2001), development is a strategy used to promote, improve and improve the tourism conditions of an object and tourist attraction so that tourists can visit it. It can benefit the community around the object, tourist attractions, and the government. Tourism development considers sustainable, integrated area and product development and tourism economic and environmental development.

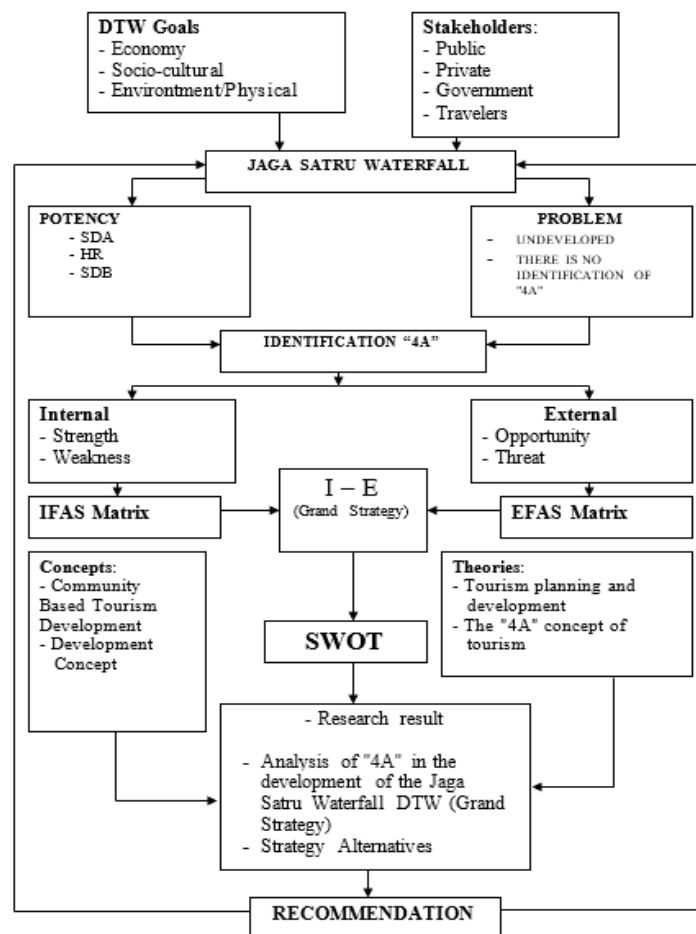
**Tourist Attraction Concept.** According to Law No. 10 of 2009, a tourist attraction is anything unique, beautiful and valuable in the form of a diversity of natural, cultural and man-made products that are the target or purpose of tourist visits. Zaenuri (2012) states that a tourist attraction is attractive to see and enjoy and worthy of being sold to the tourist market.

**Tourism Concept.** Soekadijo in Suryadana (2015) also states that tourism can be defined as the entire network and symptoms related to the stay of foreigners in a place, provided that they do not stay there to carry out important work that provides permanent or permanent benefits. Tourism is an activity that can be understood from many approaches.

**Theoretical Basis.** Firstly, there is the Community-Based Resource Management Theory, which, according to Korten (1986), community-based resource management is a bureaucratic paradigm that is considered to create dependency in rural communities on bureaucracy. Participation accompanying the bureaucratic paradigm is interpreted as mobilization or support of the people for government plans. Second, there is the theory of Tourism Planning and Development. The basic approach often used in planning the development of tourist objects and attractions is a community approach or community-based and environmental planning (Marpang, 2002). It is because local communities will build, own and directly manage tourist facilities and services so the community can receive direct economic benefits and prevent urbanization.

Third, there is the theory of tourism Destination. A tourism destination is an entity in a specific geographical area that contains components of tourism products and services, as well as other supporting elements such as tourism industry players, communities and development institutions that form a synergistic system in creating visit motivation and the totality of the visit experience for tourists (Legawa, 2008).

The conceptual framework of the research is described as follows.



**Figure 1.** Research Conceptual Framework

## METHODS

The research location was in East Duda Village, Selat District, Karangasem Regency, Bali. This research uses descriptive observational methods that describe a situation or problem explored through observations in the field. The sampling method used in this research is Purposive Sampling. Purposive sampling is sampling with specific considerations following the research objectives. The population interviewed by researchers were tourists who had visited, tourism managers, the Village Government, the Karangasem Regency Government, community leaders and the community. The total sample used was 30 respondents/informants. The data collection methods used include questionnaires, namely a primary data collection method using a set of questions or written statements for respondents to answer, and interviews, which are a method for obtaining information directly from respondents and are used to conduct preliminary studies on the problem being researched and to dig more profound information. , and observation methods. The data analysis technique used is SWOT analysis, including IFAS, EFAS analysis, Internal External (IE) Matrix, Cartesian SWOT Analysis Diagram and SWOT Matrix.

## RESULT AND DISCUSSION

### Internal Environmental Analysis of Jaga Satru Waterfall (IFAS).





|   |      |       |
|---|------|-------|
| <b>Total Odds</b>   | 0.65 | 2.31  |
| <b>Threats</b>  |      |       |
| The threat of damage to the natural environment by humans.  | 0.08 | 0.204 |
| Threats of natural disasters such as landslides and floods. | 0.06 | 0.165 |
| Land ownership by outside parties.                          | 0.06 | 0.15  |
| The threat of DTW Waterfall's superior competitors.         | 0.10 | 0.29  |
| <b>Total Threat</b>   | 0.35 | 0.85  |
| <b>TOTAL EFAS</b>   | 1.00 | 3.77  |

Source: 2024 Data Analysis Results.

Table 2 shows the total EFAS (External Strategic Factor Analysis Summary) values of 3.77. The total weight and opportunity score are 0.65 and 2.31, and the total weight and threat score are 0.35 and 0.85.

**Internal External (IE) Matrix Analysis.** From the results of the analysis of the internal and external environmental factors of the Jaga Satru Waterfall DTW, the internal environmental position is in a strong position with a value obtained of 3.22, and the position of the external environment is in a strong position with a value obtained of 3.77. In order to produce a general strategy (grand strategy) for the development of the Jaga Satru Waterfall DTW, the two IFAS and EFAS matrices were combined and plotted into an Internal-External matrix in the form of a nine-cell diagram, as shown in Figure 2.

Figure 2 shows that the Jaga Satru Waterfall DTW has a total value of internal and external factors in cell I, namely growth and development (conservation via vertical integration).

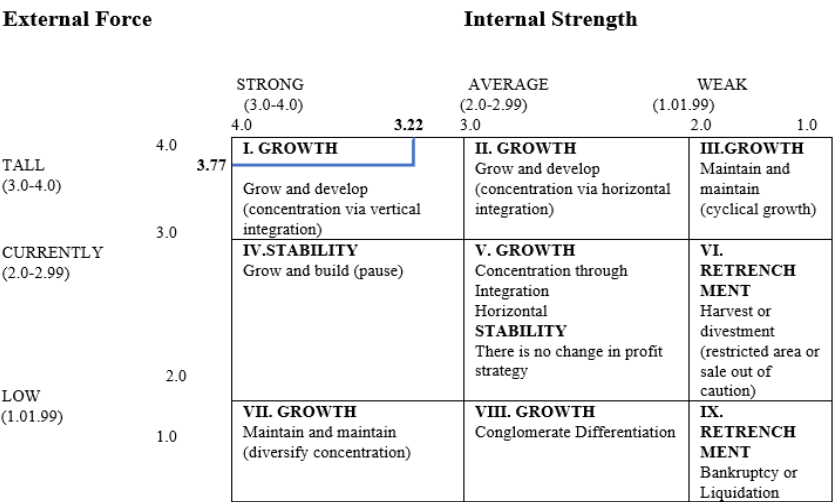
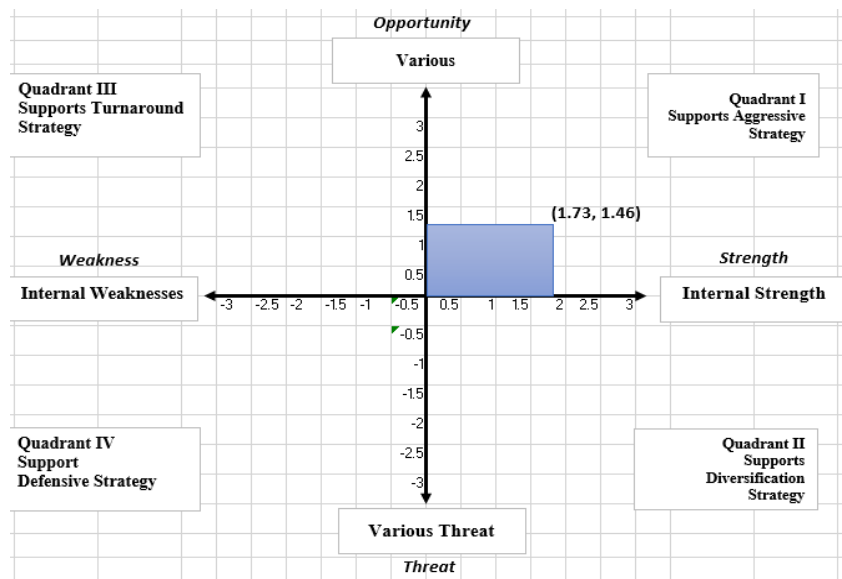


Figure 2. Internal External (IE) Matrix

**SWOT Analysis Cartesian Diagram.** This study used a Cartesian SWOT analysis diagram to formulate the grand strategy for the Jaga Satru Waterfall DTW and use Internal and External (IE). Figure 3 shows that the Jaga Satru Waterfall DTW has a total IFAS and EFAS value in quadrant I, which means it is in the most favorable situation.







**Figure 3.** Cartesian Diagram SWOT Analysis of DTW Jaga Satru Waterfall in Karangasem Regency

**SWOT Matrix Analysis.** Based on the SWOT analysis matrix (Strengths, Weaknesses, Opportunities, Threats), according to Table 3, the internal and external environmental factors of DTW Jaga Satru Waterfall produce four alternative strategies. Based on the two internal and external factors described in strengths, weaknesses, opportunities and threats, a strategy is obtained, known as the SWOT strategy, which consists of SO, WO, ST, and WT. Various development programs will then be derived from each strategy supporting each.

**Table 3.** SWOT Matrix

| IFAS | POWER(S)  | WEAKNESSES (W)   |
|------|---|--|
|      | <ol style="list-style-type: none"> <li>1. Beautiful Waterfall.</li> <li>2. Nyegara-Mountain Natural View.</li> <li>3. Sudamala cursing can bring good luck, eternal youth and a long life.</li> <li>4. The statue of Lord Brahma is part of the giant Tri Murti statue in Bali.</li> <li>5. The strategic location makes this DTW easily accessible from various other tourism directions.</li> <li>6. Natural Resource Potential is still maintained.</li> </ol> | <ol style="list-style-type: none"> <li>1. The road is full of steep twists and turns.</li> <li>2. Road infrastructure needs to be improved, and transportation facilities still need to be improved.</li> <li>3. Public amenities such as parking lots, public toilets, food/drink vendors and souvenir vendors still need to be optimal.</li> <li>4. The specific and clear tourism management institutions still need to be maximized, so the management system does not work, is not directed, and ultimately works in place.</li> <li>5. Lack of promotion regarding the existence of the Jaga Satru Waterfall DTW.</li> </ol> |
| EFAS |   |  |



| OPPORTUNITY (O)  | SO Strategy   | WO Strategy   |
|--|---|---|
| <p>1. There is a global trend towards alternative tourism, such as the Jaga Satru Waterfall DTW.</p> <p>2. Technological advances, both information technology and transportation technology</p> <p>3. Bali's image as a world tourism destination and the tourist attraction of Jaga Satru Waterfall, a tourist destination with a beautiful natural feel.</p> <p>4. Improving the local community's economy.</p> <p>5. Improving other cooperative relationships in business with tourism service actors</p> | <p>Utilizing the natural beauty and potential of natural resources that are still maintained (Strength) to capture opportunities from the global tourism trend towards alternative tourism (Opportunity).</p> <p>Programs:</p> <ol style="list-style-type: none"> <li>1. Develop tour packages that emphasize the natural beauty and diversity of waterfall ecosystems.</li> <li>2. Strengthen promotions through social media and websites that highlight the uniqueness and attractiveness of waterfall tourism.</li> <li>3. Collaborating with travel agents and online platforms to increase destination visibility and accessibility.</li> </ol>               | <p>Overcoming weaknesses in infrastructure and amenities (Weakness) to take advantage of opportunities from improving the local community's economy and increasing cooperation in the tourism industry (Opportunity).</p> <p>Programs:</p> <ol style="list-style-type: none"> <li>1. Improve road infrastructure and public facilities such as parking lots, public toilets and leisure areas.</li> <li>2. Expanding cooperation with local governments and non-governmental organizations to improve destination infrastructure and facilities.</li> <li>3. Carrying out training and development programs to improve the quality of services and tourist experience.</li> </ol> |
| THREAT (T)   | ST Strategy   | WT Strategy   |
| <p>1. The threat of damage to the natural environment by humans.</p> <p>2. Threats of natural disasters such as landslides and floods.</p> <p>3. Land ownership by outside parties.</p> <p>4. The threat of DTW Waterfall's superior competitors.</p>  | <p>Utilizing the strengths of strategic locations and the existence of natural resources that are still maintained (Strength) to face threats from environmental damage and competition from competing tourist destinations (Threat).</p> <p>Programs:</p> <ol style="list-style-type: none"> <li>1. Initiate environmental conservation programs involving local communities and conservation institutions.</li> <li>2. Building differentiation from competitors by highlighting the uniqueness and sustainability of the destination.</li> <li>3. Hold awareness campaigns to strengthen the natural environment and protect the waterfall ecosystem.</li> </ol> | <p>Overcoming weaknesses in infrastructure and destination management (Weakness) to face threats from natural disasters, land ownership by outside parties, and competition from competing destinations (Threat).</p> <p>Programs:</p> <ol style="list-style-type: none"> <li>1. Infrastructure Improvements to Overcome the Threat of Natural Disasters</li> <li>2. Improved Amenities to Compete with Competing Destinations</li> <li>3. Preparation of an Integrated Management Plan</li> </ol>  |

**Identify the Jaga Satru Waterfall Attraction as a Tourist Attraction.** Jaga Satru Waterfall consists of one spring and is sourced from three springs that flow together to form enchanting natural beauty. These springs come from the Teben Belong, Ket-ket and Pateh springs. The local community first discovered the Jagra Satru Waterfall natural tourism in 2009 when the community



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carried out clean-up activities and made village access roads. This waterfall is relatively high, around 50 meters from the ground, and falls directly into the river below. When visitors are in the Jaga Satru Waterfall DTW area, they will be presented with natural views in the form of stretches of unspoiled and beautiful hilly landscapes on the west side and views of the sea on the east side. The natural beauty of Nyegara-Gunung around Jaga Satru Waterfall is an exciting photo spot for visitors. The relaxing place provided by the manager overlooks the sea view landscape at Padangbai Harbor. When the weather is clear without fog, ship activity around Padangbai can be seen from this place.

Apart from the nature-based tourist attractions found at the Jaga Satru Waterfall DTW, several social and cultural potentials for the community are found at the Jaga Satru Waterfall DTW, namely the statue of the God Brahma. This statue is one of the tallest statues of Lord Brahma on the island of Bali. The height of this statue reaches 13.5 meters from the ground, with a width of 9 meters. When viewed from the parking lot below, the statue appears 31 meters tall, including the foundation. Second, there is the Sudamala Kleukatan place, which is a spiritual cleansing place in the form of a place for wounding. Pengelukatan Sudamala is considered a place with spiritual energy and mystical powers by the local community. Since its existence was first discovered, the local community has consecrated this place in the Jaga Satru Waterfall DTW area. The embrace of Sudamala is in the form of 5 fountains whose water comes from springs that are sacred by the local community.

**Accessibility to DTW Jaga Satru Waterfall.** Based on the distance traveled Jaga Satru Waterfall DTW is 54 km from Denpasar city center and has a travel time of around 1 hour and 30 minutes. The distance between the Jaga Satru Waterfall DTW and other famous DTWs, such as Tirta Gangga, is 18 km, with a travel time of around 30 minutes. Besakih Temple is 19 km away with a travel time of around 38 minutes, and Lempuyang Temple is 24 km away with a travel time of around 45 minutes. Field observations and studies show that the road to the Jaga Satru Waterfall DTW is quite good and has been paved to the main parking area. However, in several parts of the road where there are bends and inclines, the condition is not excellent and slippery even though we have used a relatively narrow and steep concrete road, especially the road leading from the first parking area to the second parking area which is around 300 meters away. There are two areas of access to the Jaga Satru Waterfall tourist attraction area: parking access. Visitors to the DTW area can park their vehicles in the first parking area if they wish to bring and park their vehicles in the second parking area. It is around 300 meters from the first to the second parking lot. Access from the second parking lot to the main parking lot. Visitors to this DTW can also park their vehicles in the main parking area adjacent to the Lord Brahma Statue. Access to the main DTW area of Jaga Satru Waterfall. After parking their vehicle, visitors can immediately enter the Jaga Satru Waterfall DTW area through the main entrance. Visitors can continue their journey to the Jaga Satru Waterfall location, around 500 meters from the main entrance. This waterfall location can be accessed by descending stairs with 160 steps. The stairs have been provided with safety in the form of bamboo and iron handrails, which help visitors go up or down the stairs.

**Amenities are available in the Jaga Satru Waterfall DTW area.** The Jaga Satru Waterfall DTW area has three parking areas, namely the first parking lot, second parking lot and main parking area. This first parking area is on the main access road to the Jaga Satru Waterfall DTW area. The condition of this parking area needs to be managed appropriately because it is next to Bale Banjar, Patch Traditional Village and SDN 5 Duda Timur. The first parking lot to the second parking lot is about 300 meters away. Visitors to the Jaga Satru Waterfall DTW area who bring vehicles, apart from being able to park in the first parking area, visitors can also take advantage of the parking facilities in the second parking area. This main parking lot is located close to the entrance to the Jaga Satru Waterfall



DTW area and is about 200 meters from the second parking lot. In this parking area, parking is available for visitors using both 2-wheeled and 4-wheeled vehicles. One of the problems that often occurs with the toilet/public toilet facilities at Jaga Satru Waterfall DTW is the limited capacity of public toilets; however, over time, The management of this area has tried to improve the facilities and quality of public toilets at the Jaga Satru Waterfall DTW. The Jaga Satru Waterfall area manager has provided stall facilities selling food and drinks. Even though the stall is still very simple, visitors can enjoy various dishes such as tea, coffee, instant noodles, and traditional culinary delights such as satay, pipes, grilled fish and Balinese lawar.

**Ancillary as tourism support at DTW Jaga Satru Waterfall.** Regarding managing the Jaga Satru Waterfall area in East Duda Village, Selat District, Karangasem Regency, the traditional village, in collaboration with the official village, has formed a Tourism Awareness Group (POKDARWIS). POKDARWIS in this village is coordinated with the traditional Pateh village head. The formation of a tourism awareness group (POKDARWIS) in the Pateh Traditional Village is intended to develop community groups that can act as motivators, mobilizers and communicators to increase the readiness and awareness of the community around the Jaga Satru Waterfall area so that they can act as good hosts for the development of tourism in this village, as well as having awareness of the opportunities and value benefits that can be developed from tourism activities to improve the economic welfare of the community. The Jaga Satru Waterfall DTW Management Institution is central to managing and developing this tourist attraction efficiently and sustainably. The design of the Jaga Satru Waterfall DTW was planned by the tourist attraction manager, who works under the supervision of the customs of Pateh Traditional Village, Selat District, Karangasem Regency, Bali. Planning begins with a traditional sangkep (customary meeting), after which a plan is drawn up based on the results of the sangkep scheduled at the tourist destination.

One important form of collaboration is with local government institutions, such as the Department of Tourism and Culture. This collaboration can cover various things, from developing tourism infrastructure, promoting tourist destinations, and environmental management to creating regulations that support sustainable tourism development at Jaga Satru Waterfall DTW. Government institutions can also provide support in terms of financing and supervision to ensure tourism activities run according to established standards. Collaboration with the private sector is essential in supporting tourism development at the Jaga Satru Waterfall DTW. Local and national companies can invest in tourism infrastructure, develop tour packages, promote and market, and provide accommodation services and other facilities. Collaboration with the private sector can also bring innovation and valuable experience in improving tourist experiences and increasing the competitiveness of the Jaga Satru Waterfall DTW.

**Strategy for Developing the Tourist Attraction of Jaga Satru Waterfall, East Duda Village, Karangasem Regency.**

**1. General Strategy (Grand Strategy).** Based on Table x, the strategy used is a vertical integrative strategy, namely that the manager must ensure the availability of various tourist needs (supply) following tourist demand (demand). In this case, the management of the Jaga Satru Waterfall DTW needs to improve road access to this area, add various tourism facilities such as a souvenir shop and information center for tourists, as well as improve the quality of various facilities that are already available in this DTW area. Based on table. The manager of the Jaga Satru Waterfall DTW must implement the Jaga Satru Waterfall DTW management system professionally, responsibly, and transparently, adopt a modern marketing system such as utilizing digital marketing and social media facilities (Facebook et al., website) so that in the future this DTW can compete among other DTWs in Karangasem Regency.



**2. Alternative Strategy.** The Jaga Satru Waterfall DTW can also be developed by implementing various alternative strategies from the SWOT Matrix based on Table Z. The SO strategy is a strategy that uses the strengths of the Jaga Satru Waterfall tourist attraction to take advantage of existing opportunities to produce strategies that are obtained by utilizing natural beauty and the potential of natural resources that are still maintained (Strength) to capture opportunities from global tourism trends towards alternative tourism (Opportunity). The implementation of the SO strategy can be described in the following programs: Developing tourism packages that emphasize the natural beauty and diversity of the Jaga Satru Waterfall ecosystem. Strengthen promotions through social media and websites that highlight the uniqueness and attractiveness of waterfall tourism. Collaborating with travel agents and online platforms to increase destination visibility and accessibility.

ST's strategy at the Jaga Satru Waterfall DTW is to utilize the strength of its strategic location and the existence of natural resources that are still maintained (Strength) to face threats from environmental damage and competition from competing tourist destinations (Threat). With programs that include initiating an environmental conservation program involving local communities and conservation institutions at Jaga Satru Waterfall. Building differentiation from competitors by highlighting the uniqueness and sustainability of the Jaga Satru Waterfall destination. Hold an awareness campaign to strengthen the protection of the natural environment and ecosystem of Jaga Satru Waterfall.

WO's strategy at the Jaga Satru Waterfall DTW is to overcome weaknesses in infrastructure and amenities (Weakness) to take advantage of opportunities to improve the local community's economy and increase cooperation in the tourism industry (Opportunity). Through programs that include improving road infrastructure and public facilities such as parking lots, public toilets, and leisure areas, Expanding cooperation with local governments and non-governmental organizations to improve destination infrastructure and facilities. Carrying out training and development programs to improve the quality of services and tourist experience.

WT's strategy at the Jaga Satru Waterfall DTW is to overcome weaknesses in infrastructure and destination management (Weakness) to face threats from natural disasters, land ownership by outside parties, and competition from competing destinations (Threat). Programs include Infrastructure Improvement to Overcome the Threat of Natural Disasters, Improved Amenities to Compete with Competing Destinations, and an Integrated Management Plan preparation.

## CONCLUSION

Bali has become a symbol of Indonesian tourism, attracting millions of international tourists annually. As Indonesia's tourism icon, Bali plays an essential role in the country's economy by contributing a significant percentage of total tourism revenue. However, this rapid tourism growth also brings challenges, such as sustainability issues, environmental and local culture impacts, and the need for adaptation in the context of globalization and changes in the tourism market. The attractions at the Jaga Satru Waterfall DTW include the natural beauty that is still preserved and the natural views of Nyegara-Mountain. Attractions from socio-cultural potential include the tallest God Brahma Statue in Bali and places like The Circumambulation of Sudamala. Accessibility at the Jaga Satru Waterfall DTW is quite good, even though there are road bends and inclines when accessing the area. Visitors must go down 160 steps with bamboo and iron guards to get to the waterfall location. Visitors must be careful during the rainy season because the road is wet and mossy. The amenities at the Jaga Satru Waterfall DTW are good but need to be improved, such as parking area facilities, public toilets/toilets, and restaurants as places to eat and drink for tourists



and relaxing areas to enjoy the view. Ancillary is an institution and supporting factor in DTW Jaga Satru Waterfall. In collaboration with the village office, the Jaga Satru Waterfall traditional village has formed a Tourism Awareness Group (POKDARWIS). POKDARWIS in this village is coordinated with the traditional Pateh village head.

The strategies that can be applied in managing the Jaga Satru Waterfall DTW are the general strategy (Grand Strategy) and alternative strategies. The general strategy is that the manager must ensure the availability of various tourist needs (supplies) according to tourist requests (demand), improve road access, add various tourism facilities such as souvenir shops and information centers for tourists, as well as improve the quality of various facilities already available in the DTW area. Managers must also improve modern marketing systems by utilizing digital marketing and social media facilities (Facebook et al., website). Meanwhile, alternative strategies for developing the Jaga Satru Waterfall DTW can be implemented in several strategies that refer to aspects of natural resource potential that are still maintained (Strength) to capture opportunities from global tourism trends towards alternative tourism (Opportunities), taking advantage of the strength of the strategic location and the existence of natural resources that are still preserved (Strength) to face threats from environmental damage and competition from competing tourist destinations (Threats), overcome weaknesses in infrastructure and amenities (Weakness) to take advantage of opportunities from improving the local community's economy and increasing cooperation in the tourism industry (Opportunities). and overcome weaknesses in infrastructure and destination management (Weakness) to face threats from natural disasters, land ownership by outside parties, and competition from competing destinations.

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